IN THE UNITED STATES PATENT AND TRADEMARK OFFICE PATENT EXAMINING OPERATION

Applicants: Charles J. THOMAS, et al.

Application Serial No: 10/628,173 Group Art Unit: 2437

Filed: July 28, 2003 Examiner: Michael J. Pyzocha

Attorney Docket No.: Q1014/20014 Confirmation No.: 5596

For: SYSTEM & METHOD OF GUARANTEED ANONYMITY OF CABLE

TELEVISION VIEWERSHIP BEHAVIOR

AMENDMENT AFTER ALLOWANCE UNDER 37 CFR §1.312

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

In response to the Notice of Allowance dated June 16, 2009, please amend the aboveidentified application as follows:

The "Amendments to the Claims" section begins on page 2 of this paper and lists the current version of the claims.

Remarks begin on page 9 of this paper.